

Ford Tops Big Three with 24% Sales Jump

By Stefanie Carano
Staff Reporter

Ford Motor Co. is running full steam ahead with high sales numbers to report heading into 2011.

Ford announced that its November sales totaled more than 147,000 units – up 24 percent versus a year ago.

Ford's November figure also was coincidentally above Chrysler's 17 percent monthly sales rise and GM's 11 percent.

"Once again, we benefited from our balanced portfolio of high-quality, fuel-efficient products," said George Pipas, Ford U.S. sales analyst. "Cars were up 25 percent, utilities were up 13, trucks were up 34."

Pipas said Ford's 2010 sales increase is about double the rest of the industry, ensuring the company's first back-to-back increase in market share since 1993.

"We at Ford have a lot of momentum going as we end 2010 and look forward to 2011," said Ken Czuby, Ford vice president of U.S. sales, marketing and service. "I'm also happy to see that the industry-wide sales rate is continuing to climb to levels not seen in quite some time."

Ford reported high sales across their entire vehicle lineup. F-series trucks reported a 26 percent sales increase, Ford Fusion a 28 percent increase and the Edge a 33 percent increase.

Fusion sales year-to-date to

total 196,590, setting a new sales record that exceeds the 180,671 record set last year.

In November, Fiesta and Focus combined captured almost 10 percent of the small car market.

"This is our highest share of the small car market in at least six years," Czuby said.

He said that cars and crossovers were the November stars for Ford.

"We estimate our car/crossover retail share was over 11 percent and we've gone back to the record

books, and we have to go back to 2005. We've only found three months that our share of the car/crossover market was as high as it was in November. This speaks to the progress we've made with those great products, to achieve a balanced product lineup. We're not just a truck company any more, although we certainly enjoy selling the number one truck in America."

He said the company experienced a good balance between retail and fleet sales.



Ford's November sales saw a 26 percent increase in F-Series trucks from a year ago. Fusion sales for the same period were up 28 percent, while the Ford Edge saw a 33 percent increase.

Former GM Designer Now a Lincoln Director

Lincoln last week announced an important next step in its growth into a world-class luxury brand with the addition of a dedicated Design director to help shape the brand's future. Max Wolff, 38, joins Lincoln with luxury and global automotive design experience that has taken him from Australia to Asia and America.

"Hiring a Lincoln design director with global experience was a given," said Derrick Kuzak, group vice president, Global Product Development, Ford Motor Company.

"Max Wolff brings a fresh perspective that will challenge us internally and take Lincoln to new levels of prestige."

Wolff most recently worked for General Motors, where he was Design director, Cadillac Exterior.

During his career with General Motors, Wolff held key design positions, including assignments in the U.S. with Cadillac, in Australia with Holden and in Korea with GM Daewoo.

Wolff joins a growing list of Lincoln top managers, which include C.J. O'Donnell, Lincoln Group marketing manager, and Scott Tobin, Lincoln director of Product Development, with global experience. All have lived and worked in Asia, Europe and North America.

"Max's drive, talent and knowledge of automotive design within the premium segment of the market make him



Max Wolff

a great addition to the global design team," said J Mays, chief creative officer and Ford Motor Company's group vice president of Design.

"He is a recognized design leader and has a successful track record in the development of production and concept vehicles, including the Holden SSX show car."

A graduate of Monash University in Victoria, Australia, Wolff will report to Moray Calum, Ford Motor Company's executive director of Design, The Americas. He will help the Lincoln team expand and enhance its brand lineup, which will include seven all-new or significantly refreshed vehicles in the next four years

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2011 Ford Mustang Boss 302R Leads Annual 'Hot List'

TRAVERSE CITY – Every year, the Los Angeles Auto Show debuts some of today's most exciting new car models, from leading manufacturers such as Cadillac, Infiniti, Chevrolet and Porsche. But what impact will these vehicles have on the automotive industry in the long term?

The annual "Hagerty Hot List" helps consumers navigate the many vehicle choices available today, with an eye toward the collector cars of tomorrow. Hagerty, the world leader in collector car insurance, asks its team of valuations experts each year to select which mass-produced vehicles will one day become collectible.

"We have fun each year looking at which new vehicles embody the characteristics of collector cars, to help predict which ones might have classic appeal in 15 to 20 years," said McKeel Hagerty, CEO of Hagerty Insurance Agency.

"The Hot List is our prediction for which cars manufactured this year will hold their value and consumer appeal

long enough to one day be regarded as collectible."

- 2011 BMW 335iS – The "s" in "iS" stands for "sport," meaning an already sporty car benefits from a host of additional factory tuning and options geared toward making it an even sportier car. We like this car because it splits the difference between the standard 335i and the M3. Because BMW steadfastly sticks to rear-wheel drive, track-minded enthusiasts will find this car to be loads of fun near the limit, but it won't punish them as a daily driver.

- 2011 Cadillac CTS-V Coupe – For most of its 100-plus-year history, Cadillac has touted itself as the "Standard of the World."

But while they have introduced many milestones over the years, the 1970s – late 1990s don't necessarily stand out in most people's minds. The CTS-V Coupe brings back the "Standard of the World" for the first time in the minds of serious drivers.

- 2011 Chevrolet Camaro SS

Convertible – Camaro lovers waited a long time for the new Camaro that came out in 2009. This year, open-air lovers can have all the fun packed into the 400-horsepower SS.

- 2011 Dodge Challenger Drag Pak – This brings back the old saying, "there's no replacement for displacement," when you find out there is an 8.4-liter V10 crammed under the hood. What is even more intriguing is to hear that this truly is a factory-built drag car with a basic

interior, manual steering, roll cage, safety harnesses and a two-speed transmission. Yes, it does have a limited audience now, and that will make the few remaining survivors very attractive in 20 years.

- 2011 Fiat 500 – Fiat's return to the United States for the first time since the Reagan administration means real competition for the Mini. Americans are finally warming up to

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The 2011 Ford Mustang Boss 302 has a heritage design that calls to mind the original 302 Boss from the 1970s. This car has been included on Hagerty Insurance's "hot list" of future classic cars.

Roush Forms CleanTech Firm with Propane in Mind

By Gerald Scott
Staff Reporter

Roush Enterprises is on the move, in a market-growth sense, once again.

That's because Livonia-based Roush Enterprises announced the executive lineup that will be leading the company's newest venture, Roush CleanTech, a product-based, alternative fuel-powered engine company that is aiming to change the way that fleets do business.

Chairman Jack Roush said that industry veterans Joe Thompson and Todd Mouw will lead the new endeavor. Roush CleanTech offers dedi-

cated liquid-propane injection fuel systems for a variety of light- and medium-duty Ford vehicles, including the F-150, F-250, and F-350 truck series, and the E-150, E-250, E-350 and E-450 cutaway van series.

"Joe Thompson and I are cut from the same cloth – we are both extremely tenacious, hard-working guys born in Ohio and with a mindset for success," said Roush, motorsports legend and head of Roush Enterprises. "And Todd is a powerhouse in the boardroom. He's driven to guide the company toward innovation that will change the way the automotive industry does business."

Added Roush, "The success we've had with all of our business starts with strong leadership. These guys understand my expectations and have been given the tools to get it done. With Joe and Todd, CleanTech will set a new pace for alternative fuel deployment for our country. That's good because we need a sense of urgency around this initiative."



Todd Mouw



Joe Thompson

Meanwhile, as president of the new Roush CleanTech company, Thompson actually celebrates his second such start-up company under the Roush business umbrella and he expects this one to be the most significant in terms of the opportunity in front of them to provide a change in practice, regarding fuels, for the auto industry, for fleets and ultimately for the nation.

"This is an opportunity to

change our world. And it's absolutely the right time," said Thompson of this particular endeavor. "The sense of urgency that is around this initiative, given global demand for oil and our need to develop and deploy a quality system, plays right into my skill set. I've worked with Jack (Roush) for 14 years. What he has given us in terms of his focus, his

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Ford Focus Race Car Concept Called 'Perfect Fit for a Global Touring Car'

Ford Motor Company is putting racing on the map at the 2010 Los Angeles International Auto Show with the debut of the Focus race car concept, demonstrating future potential for the all-new 2012 Ford Focus to compete in road and touring car championships with teams around the world.

The Focus race car concept is a dramatic example of Ford's global approach to product development and builds on the company's comprehensive approach to leveraging its global product platforms.

This race car concept, powered by the sophisticated 2.0-liter Ford EcoBoost i4 engine, is the first to benefit from a collaborative effort between Ford and race teams around the world that have already built and raced successful Focus race cars.

The Focus race car concept has been based around rules governing circuit racing in the United States and beyond.

"This teamwork has resulted in a global racing platform using a common Focus body and a safety cage built to FIA regulations – a competitive platform that can be tailored for regional competition, based on different rules," said Jost Capito, director of Global Performance Vehicles and Motorsport Busi-

ness Development.

"By leveraging our collective experience and Ford technology worldwide, this approach parallels our global dedication to the Focus production car and specifically its exciting performance derivative, the new Focus ST, to deliver a competitive race car that can be campaigned around the world."

Using the all-new Focus as its base, the Focus race car concept features AST performance coil-over adjustable dampers, Ford Racing upgraded sway bars with adjustable end links

and front brakes with 320-millimeter two-piece rotors and race pads. The Anthracite 180-inch wheels and Hoosier race tires put the finishing touches on the exterior.

In addition to the FIA Super 2000 regulations roll cage, interior components include a Recaro racing seat, AIM MXL Pista data system and AIM SmartyCam. A Ford Racing fire suppression system and Ford Racing six-point safety harness round out the modifications that bring the car from street-

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This Focus race car concept, powered by the sophisticated 2.0L Ford EcoBoost i4 engine, is the first to benefit from a collaborative effort between Ford and race teams around the world that have already been using the Focus on the track.

BorgWarner Develops Turbocharger For the Racing and 'Tuner' Markets

AUBURN HILLS – BorgWarner has released a new line of turbochargers for gas and diesel engines, specifically engineered for aftermarket performance customers who crave better performance, such as tuners, racers, race teams, and car and truck enthusiasts.

BorgWarner's new turbocharger product line offers an unprecedented combination of advanced technologies – including Gamma TiAl (titanium aluminide) turbine wheels, ceramic ball bearings, large internal wastegates and stainless steel turbine housings – in an easy-to-install package. Badged "Engineered For Racing" or EFR Series, the product line enables users to boost performance as well as improve fuel economy.

"The growing trend of turbocharged, downsized en-

gines produced by OEMs is creating a new breed of enthusiasts in the aftermarket," said Roger Wood, executive vice president, BorgWarner. "Once again, BorgWarner is in the lead, providing customized solutions for an expanding market."

Unlike most aftermarket turbochargers, BorgWarner's EFR turbochargers offer a newly developed package of advanced technologies designed to specifically meet the demands of performance enthusiasts.

Patent-pending ceramic ball bearings increase thrust capacity and durability while reducing frictional losses for a 3 to 4 percent improvement in turbine efficiency at low expansion ratios.

Low-weight Gamma TiAl turbine wheels and shaft assemblies provide quick boost

response.

An appropriately sized integrated wastegate avoids the need for an external option, making installation easier. EFR turbochargers also feature an integrated compressor recirculation valve, pulse

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Patent-pending ceramic ball bearings increase thrust capacity and durability while reducing frictional losses, all for a 3 to 4 percent improvement in turbine efficiency at low expansion ratios.